

Promotion:

Dates:

Comparison Dates:

Duration:

June Father's Day Event

6/7/2023 6/19/2023

6/8/2022 6/20/2022

13 days

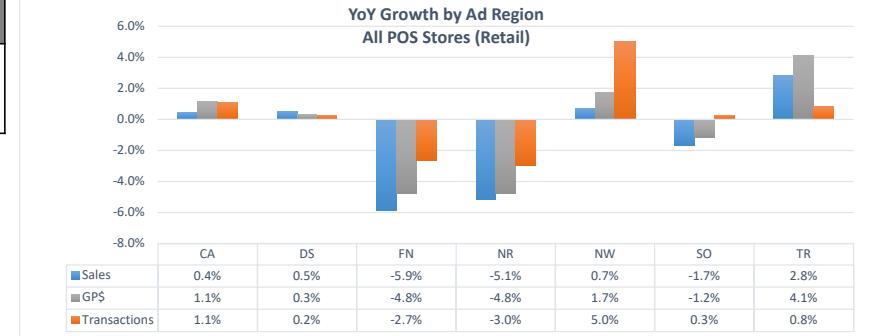
**Total Store Sales Results for All POS Stores**

Topline Metrics		% Inc (Dec)	Promoted Sales as a % of Total Sales
Total Store Sales		-3.1%	
Gross Profit \$		-2.3%	
Gross Profit %		+32.0%	
Total Store Transactions		-1.0%	
Average Transaction \$		-2.1%	

*The 25% off coupon drove 68,903 transactions and nearly \$3.3M in sales.

25% off <\$50 or \$12.50 off >\$50

Coupon	Per Store Avgs	Per Transaction Avgs
Store Count	3,230	
Transactions	21.3	
Transaction Sales	\$1,011	\$47.39
GP\$	\$312	\$14.63
GP%	30.9%	30.9%
Coupons Redeemed	21.4	1.0
Coupon Expense	-\$131.06	-\$6.14

YoY Growth by Ad Region
All POS Stores (Retail)**Top 10 SKU Results***

Sales:	Per Store Avg	YoY Variance	Units:	Per Store Avg	YoY Variance
8037617 OUTDOOR GRIDDLE 4BURNER	\$1,065.65	-23.1%	7394711 NATURESCAPE MULCH BRN2CF	46.9	-26.9%
8863581 GRILL SPIRIT II E310 LP	\$847.79	3.3%	7394703 NATURESCAPE MULCH BLK2CF	44.2	-24.8%
8037616 GRIL GNSIS E-325S BLK LP	\$1,178.71	-0.1%	8039376 SUET PEANUT CRUNCH 11OZ	28.1	-11.0%
8037442 GRL GNSIS SAE325 INDG LP	\$1,283.65	-6.0%	8039379 SUET BERRY BLAST 11OZ	26.2	-14.6%
8030462 SMOKER IRONWOOD 885	\$1,468.99	-22.3%	8039377 SUET BIRD BLEND 11OZ	24.7	-11.7%
7301609 POTTING SOIL MIX MC 2CF	\$253.68	28.5%	8039378 SUET ORANGE BURST 11OZ	22.9	-12.3%
7637028 SMARTFLO MAXHOSE 5/8X100	\$224.85	61.7%	7036726 SALT SOFTNR SOLAR 40#	33.5	7.8%
8315087 ACE WILD BIRD FOOD 40LB	\$230.91	140.2%	7036692 WTR SOFTNR PELLT 40#	29.6	3.9%
8016781 GRILL WOOD PELET PRO 575	\$843.04	-10.6%	7394695 NATURESCAPE MULCH RED2CF	22.6	-24.5%
7394711 NATURESCAPE MULCH BRN2CF	\$269.26	-14.5%	7301609 POTTING SOIL MIX MC 2CF	12.9	30.5%

Transactions:	Per Store Avg	YoY Variance
8039379 SUET BERRY BLAST 11OZ	12.2	-4.0%
8039377 SUET BIRD BLEND 11OZ	11.0	-3.1%
8039378 SUET ORANGE BURST 11OZ	10.9	-4.6%
8039376 SUET PEANUT CRUNCH 11OZ	10.3	-5.7%
8315087 ACE WILD BIRD FOOD 40LB	9.6	138.9%
7301609 POTTING SOIL MIX MC 2CF	8.8	29.0%
7394711 NATURESCAPE MULCH BRN2CF	9.6	-19.0%
8013984 PELLETS SGNTURE BLND 20#	6.2	5.6%
7036726 SALT SOFTNR SOLAR 40#	9.0	9.1%
7394703 NATURESCAPE MULCH BLK2CF	8.8	-16.7%

Top 10 Offers*

Sales:	Per Store Avg	YoY Variance	Units:	Per Store Avg	YoY Variance
Buy Weber Grill Get Frame Kit Free	\$1,847.95	-1.6%	Ace Brand Suet YC \$1.19	93.3	-11.0%
Blackstone BOGA Offer	\$966.60	-28.6%	June 23 2X RHB	72.3	-21.9%
Traeger Ironwood Offer	\$1,210.56	-24.5%	Naturescape Mulch 4 for \$20.00	93.4	-26.2%
June 23 2X RHB	\$493.38	-3.6%	Buy 3 get one free Ace Air Filters	58.7	-23.6%
June Map Drop	\$511.28	4.2%	Cargill Salt 7036692, 7036718, 7036726, 7225246	57.7	5.3%
Traeger Timberline Grills	\$2,517.15	-21.3%	Buy 4 Get 10% off Sauces, Rubs and Seasonings	36.3	22.6%
Traeger Pro Grills	\$1,162.44	-18.3%	June Map Drop	28.2	3.6%
Naturescape Mulch 4 for \$20.00	\$536.40	-13.7%	Morton Salt June 2023	68.8	-3.9%
Spirit \$ off Sale Retail	\$794.07	0.4%	\$2 Map Drop Traeger Sauces & Rubs	18.0	10.3%
Cargill Salt 7036692, 7036718, 7036726, 7225246	\$468.05	12.2%	RHB KT Songbird 7LB, KT Birders Blend 8LB & KT Nut and Fru	12.1	5.1%

Transactions:	Per Store Avg	YoY Variance
June 23 2X RHB	39.4	-14.4%
Buy 3 get one free Ace Air Filters	25.8	-28.1%
June Map Drop	22.4	5.7%
Buy 4 Get 10% off Sauces, Rubs and Seasonings	23.3	21.4%
Ace Brand Suet YC \$1.19	19.1	-1.7%
Naturescape Mulch 4 for \$20.00	19.2	-18.4%
Cargill Salt 7036692, 7036718, 7036726, 7225246	16.3	5.8%
RHB KT Songbird 7LB, KT Birders Blend 8LB & KT Nut and Fruit 5LB BOGC	11.0	4.5%
\$2 Map Drop Traeger Sauces & Rubs	11.4	11.8%
Pocket Hose Deal	10.6	-0.3%

Instant Savings

Instant Savings:	Total	Per Store Avg	Units:	Per Store Avg	YoY Variance
Store Count	4,224		Ace Brand Suet YC \$1.19	93.3	-11.0%
Instant Savings Units Sold	570,825	135.1	June 23 2X RHB	72.3	-21.9%
Instant Savings Dollar Value	\$2,772,508	\$656.37	Naturescape Mulch 4 for \$20.00	93.4	-26.2%

Top 5 Instant Savings Items (SKU):	IS Value	IS Quantity
7394711 NATURESCAPE MULCH BRN2CF	\$131,774	131,775
7394703 NATURESCAPE MULCH BLK2CF	\$104,808	104,808
7394695 NATURESCAPE MULCH RED2CF	\$52,439	52,439
7301609 POTTING SOIL MIX MC 2CF	\$67,224	33,610
7317464 WEED&GRASS KILLER 1.1GAL	\$197,515	29,246

Top 10 Instant Savings Items (OFFER):	IS Value	IS Quantity
Naturescape Mulch 4 for \$20.00	\$289,020	289,022
Triazicide® FINAL \$6.99 V/C Offer	\$110,534	37,258
Miracle Gro 2CF Potting Mix Final \$15.99 Offer	\$68,048	34,022
RoundUp Any Wand, Save \$10	\$197,515	29,246
\$1 Off Miracle Gro Garden Soil	\$28,187	28,187
Cutter FINAL \$3.99 V/C Offer	\$47,591	23,795
Cutter® Fogger 2 for \$14.00 Offer	\$45,641	15,214
Energizer Max IS for CU 3495116	\$26,786	13,393
June ACE Brand Smart FLO Max 100' Promo	\$121,600	12,159
June ACE Brand Smart FLO Max 50' Promo	\$59,175	11,835

*POS Transmitting Stores